

PRESS RELEASE

Lyon, January 20th 2010

Fiscal year 2009/2010 9-month results: €28.3 million

Significant points for 3rd quarter:

- Although the market environment remains uncertain, we can see some signs of improvement
- Order taking indicators level off
- The plan to remain competitive has been finalised
- 3rd Quarter results are on the up after Q2 low point

YTD Consolidated Sales (April 1st 2009 – December 31st 2009)

In M€ (non audited)	2009/2010	2008/2009	Variation M€	Var. %
Printing	16.17	18.57	-2.40	-12.9%
Hardware	12.14	24.34	-12.20	-50.1%
Total 9 months	28.31	42.91	-14.60	-34 %

Total sales - constant currencies: €28.28 million

Q3 consolidated sales stand at €10.29 million compared to €14.45 million the previous year, down by 29% (with over 90% for Hardware).

Over the 9-month period, **Printing** (excluding Home Décor) at €13.2 million is down 7% due to the global downturn in the advertising market.

Home Décor sales fell to \leq 4.9 million (-32%) with fluctuations in purchase behaviour according to POP and strategies to limit stocks. Sales for the period however are up on the previous quarter (negative base effect compared to Q3).

As anticipated, overall **Hardware** activity (excluding Home Décor) at €10.2 million (-53%) remains down but in accordance with S1 trend (-50%). Q3 results however show a slight improvement compared to the previous 2 quarters.

Outlook

The breakeven readjustment plan, presented along with the annual results, has been successfully concluded. The impact should become apparent during the fourth quarter 2009/2010.

On December 31st 2009, order backlog, essentially made of "hardware" is stable at €5.6 million. Even if the period remains difficult, the number of client contacts is progressing.

The Group recorded its first orders for Graph'it (glue-free posting solution) for the mass retail market, and for PRISMATRONIC (new LED solution) from advertisers.

Next press release: Annual Sales figures May 14th 2010, after closure

PRISMAFLEX INTERNATIONAL

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